



SOUTHWEST OHIO Parent

Serving Cincinnati, Dayton and the surrounding communities

2023
MEDIA KIT



SW Ohio Parent is a proud member of the Parenting Media Association (PMA). Our membership in this prestigious organization guarantees that we meet PMA's quality of standards regarding editorial content, design and advertising.



Why Advertise in SW Ohio Parent?

Midwest Parenting Publications has been publishing *Cincinnati Parent* for over 35 years and *Dayton Parent* for over 7 years. Since January 2021, the two merged to become *SW Ohio Parent*, giving our advertisers an even broader reach into the Southwest Ohio market. We reach over **250,000 SW Ohio parents every month** through our magazine, website, social media, e-newsletters, events, and more.

Trusted Resource

As one of the nation's longest-running localized parenting magazines, we've been the "go-to" publication for area families. From informative articles, education and childcare resources, seasonal activity guides and our ever-popular calendar of local events, readers know that they can count on *SW Ohio Parent* to deliver a magazine that speaks to their interests and needs each and every month.

Quality Content

We've won numerous awards for our editorial and design excellence including the prestigious **General Excellence Award** over the past three decades.

Reach

Every month, over 30,000 copies of *SW Ohio Parent* will be distributed throughout SW Ohio via our distribution partners and our direct mail subscription list. Distribution points include locations regularly frequented by families, such as public libraries, YMCAs, recreation centers, museums, childcare centers, grocery stores, public and private schools, enrichment businesses and more. We have also developed an enhanced digital issue with interactive links that connect digital readers directly to our advertisers. This digital issue will be sent to our **20,000 e-newsletter** subscribers, our **30,500+ Facebook** followers, as well as through digital ads targeted to our audience. This will give *SW Ohio Parent Magazine* an overall monthly reach of **over 110,000**.



our **AUDIENCE**

In today's market, **moms** are a powerful group of consumers. They make most of the family buying decisions and they are savvy when they shop, looking for both quality and value.

89%
FEMALE



11%
MALE

38
MEDIAN AGE



77% are the primary shopper for their family



90% ARE COLLEGE EDUCATED
17% completed a master's degree or higher

58%
21%

READER AGES between **25-44** years
READER AGES between **45-54** years



66% HAVE KIDS **under age 5**
49% WITH KIDS **ages 5-12**
28% WITH KIDS **ages 12 & up**

Readers Say They Read Our Magazine for the:

MONTHLY
CALENDAR
95%

EDUCATION
ARTICLES
+ GUIDE
88%

TRAVEL
ARTICLES
88%

HEALTH +
WELLNESS
ARTICLES
87%

ARTS/
ENTERTAIN-
MENT
ARTICLES
83%

SUMMER
CAMP
PLANNING
53%

BIRTHDAY
PARTY
PLANNING
49%

SOUTHWEST OHIO Parent

2023 editorial calendar

JANUARY

Education Issue, After-school Enrichment, Health & Fitness, Self-care

Space Reservation: 12/6
Creative Due: 12/9

FEBRUARY

Baby & Maternity, Montessori Schools, Summer Camps, Dental Health

Space Reservation: 1/3
Creative Due: 1/6

Ask about
our annual
**DISCOVERY
DAY EVENT**

**+ VIRTUAL
FAIRS**

MARCH

Preschools, Summer Camps, Consignment Sale Guide, *Travel: Spring Break*

Space Reservation: 2/2
Creative Due: 2/6

APRIL

Autism, Women's Health, Summer Camps, Unique Family Fun

Space Reservation: 3/7
Creative Due: 3/9

MAY

Foster Families, Mental Health, Summer Camps, *Travel: Train Trips*

Space Reservation: 4/4
Creative Due: 4/7

JUNE

Summer Fun Guide, Summer Camps

Space Reservation: 5/2
Creative Due: 5/5

JULY

Baby & Maternity, Date Night, Birthday Parties, *Travel: Caves*

Space Reservation: 6/6
Creative Due: 6/9

AUGUST

Back to School, Afterschool Enrichment, Autism and Special Needs, Kids Eat Free Guide, Play Dates

Space Reservation: 7/5
Creative Due: 7/10

SEPTEMBER

Private Schools, Fall Fun, *Travel: Fall Break*

Space Reservation: 8/8
Creative Due: 8/10

OCTOBER

School Open House Guide, Preschool Enrichment, Breast Cancer Awareness, Fall Fun Guide

Space Reservation: 9/5
Creative Due: 9/8

NOVEMBER

School Open House Guide, Holiday Fun, Adoption & Foster Care, Music & Children, *Travel: Midwest Foodie Tour*

Space Reservation: 10/3
Creative Due: 10/6

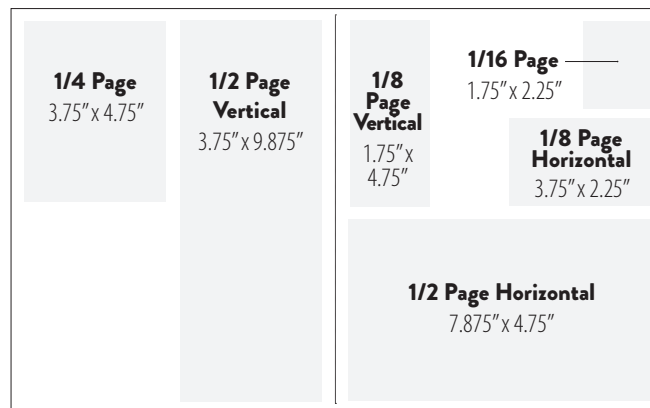
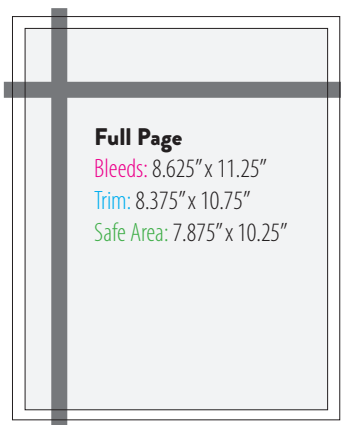
DECEMBER

12 Days of Holiday Giveaways, Experiential Gifts & Classes, Winter Staycation, Indoor Swimming

Space Reservation: 11/7
Creative Due: 11/10

IN EVERY ISSUE: News & Notes + Local Kids + Monthly Business Spotlight + Teens & Tweens Column + Hidden Gems Column + Education Guide + Calendar of Events

PRINT rates, specs + requirements



AD SIZE	Monthly Rate
Full Page	2,295
1/2	1,375
1/4	795
1/8	495
1/16	295
Page 3	2,705
Inside Front	3,075
Center Spread	3,580
Inside Back	3,565
Back Cover	3,995
Wacky Calendar	995

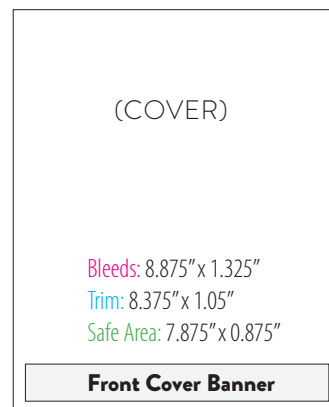
Front Cover Banner {Ask for pricing}

MISC. SPECS

Wacky Calendar 7.875" x 1.2"

Center Spread/Double Truck Ads

Bleeds: 17.25" x 11.25"
 Trim: 16.75" x 10.75"
 Safe Area: 16.25" x 10.25"



*All dimensions are WIDTH x HEIGHT and are in inches.

Guides: \$95 per listing

Full (600 words) + **Half Page** (300 words)
Sponsored Content Options Available {
 Ask for pricing}

AD REQUIREMENTS

Agency Rates

Rates shown are per insertion and are **net**. Agencies must add their commissions to these rates before presenting to clients as "gross price."

Acceptable Formats + Terms

We only accept ads electronically. Files are accepted as a high resolution, press-ready **PDF** format only. We support only the following applications: Adobe InDesign, Illustrator or Photoshop. All PDF formats must be in one of these three formats and resolutions: **CMYK - 300dpi @100%**.

Bleed: refers to printing that goes beyond the edge of the paper before being trimmed. Must include for center spread, double truck and front cover banner ads. Full page bleeds are optional.

Trim: indicates where the magazine is physically cut by the printer. Please do not include a border around the outside of your ad.

Safe Area: also known as the "live area," or the area where ALL text, images and/or logos **MUST** be within so that they are not at risk of being cut off by the printer.

Questions? Email Katie Clark at katie@ohParent.com.

Cancellations + Billing

Cancellations will not be accepted after closing date. All new clients are required to prepay with a credit card on file. Invoiced clients must remit payment within 30 business days to avoid a 15% **late fee** each month.

Proofs

We do not provide proofs to businesses that submit their own advertisements. If we design your advertisement, you will receive only **two complimentary** proofs: An initial proof to make any changes to and a final proof to verify. Changes after the second proof will result in a \$25 design charge. It is the sole responsibility of the client to ensure the accuracy of all submitted artwork and proofs that have been provided by the publisher. No changes to artwork will be possible once the issue has gone to press.



our **DIGITAL REACH**

86,357

UNIQUE VISITORS PER MONTH

119,361

PAGE VIEWS PER MONTH

20,000+

E-NEWSLETTER SUBSCRIBERS

ohParent.com



30,500 followers
[facebook.com/
ohParent](https://facebook.com/ohParent)



3,500 followers
[@ohParent](https://twitter.com/ohParent)



5,000 followers
[@swohioparent](https://www.instagram.com/swohioparent)

OPPORTUNITIES

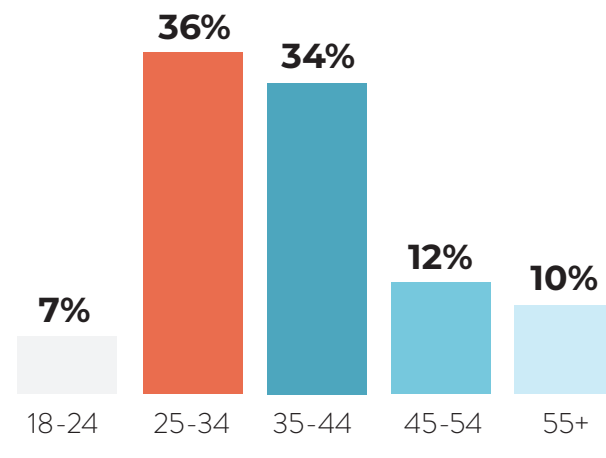
Website Advertising – Banner ads, leaderboard ads

Targeted Programmatic Marketing – Ask us how to reach our audience targeting SW Ohio parent website visitors.

Email Campaigns – Dedicated eBlasts, weekly e-newsletter sponsorships, sponsored content, and more!

Social Campaigns – These campaigns can be targeted, boosted to maximize your reach of our social followers.

Sponsored Content – Spotlights, features and more on ohParent.com.



Age of Online Readers

84%
FEMALE



16%
MALE

SOUTHWEST OHIO Parent

Serving Cincinnati, Dayton and the surrounding communities

ASK ABOUT YOUR CUSTOM PACKAGES TODAY!



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ohParent.com